

## ABSTRACT

In a storage-type data broadcast service system (SDR, SDS) for transmitting a first transport stream (TS) constituting  
5 at least one content and containing a plurality of packet data  
(TSP) having a program clock reference (PCR) as reference clock  
information when reproducing the content, at a second transfer  
rate (PCRC) different from a first transfer rate (PCR) which is  
determined by the reference clock information (PCR), and  
10 extracting the plurality of packet data (TSP) composing the  
content from the transmitted transport stream (TS) to generate  
and store a second transport stream (TSs), a transmitter (SDS)  
transmits the plurality of packet data (TSP) composing the content  
at the second transfer rate (PCRC), and a receiver (SDR) receives  
15 the transmitted first transport stream (TS) and detects a transfer  
rate ratio (N) between the first transfer rate (PCR) and the second  
transfer rate (PCRC) to generate the second transport stream (TSs)  
based on the detected transfer rate ratio (N).